

Whitman County
Quit Line Data Summary
January 1 - March 31, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 9	N = 4,042
Percent of Statewide Calls	0.3%	100.0%
Percent of State Population in County¹	0.7%	100.0%
	County %	State %
Gender	N = 8	N = 3,581
Female	75.0%	62.2%
Male	25.0%	37.8%
Race/Ethnicity	N = 6	N = 3,087
People of Color	16.7%	12.9%
White	83.3%	87.1%
Age	N = 6	N = 3,298
Less than 18 years old	0.0%	1.8%
18 - 24 years old	16.7%	14.6%
25 - 34 years old	33.3%	23.1%
35 - 44 years old	33.3%	27.0%
45 years and older	16.7%	33.5%
Education	N = 6	N = 3,197
Did not graduate high school	16.7%	19.2%
High school graduate	16.7%	32.7%
Some college/vocational school	66.7%	36.6%
College graduate	0.0%	11.4%
Caller Type	N = 9	N = 3,656
General Information	0.0%	9.4%
Health care provider	33.3%	3.2%
Tobacco user	66.7%	87.4%
Payer Type	N = 4	N = 2,529
Insured	*	36.7%
Uninsured	*	29.6%
Medicaid	*	33.7%
Heard About	N = 8	N = 3,148
Past caller	0.0%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	25.0%	24.8%
Television	50.0%	18.3%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	2.5%
Brochure/Newsletter	0.0%	8.2%
Family or friend	12.5%	24.2%
Health Department	12.5%	4.5%
School	0.0%	0.7%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.